

ABSTRACT

Apparatus, and an associated method, for pricing content, such as musical or entertainment recordings, based upon quantitative demand for the content. An initial price
5 indicia associator associates initial price indicia with the content files. The initial pricing is based upon historical indicia associated with the creators of the content. Thereafter, a price indicia adjuster adjusts the pricing of the content. The adjustments to the initial pricing and changes made thereafter are made responsive to detected indications of demand for the content.